



Small Business Fundamentals Workshops

**STARTING A BUSINESS? NEED HELP
IN GROWING YOUR BUSINESS?**

6:00—8:00 p.m.



Attend this **FREE** eight-session course to develop your business management skills. Experts in law, accounting, finance, insurance, management, and marketing cover the

fundamentals of small business management. Gain knowledge about growth stages and problems, marketing, promotion and advertising, legal issues and requirements, record-keeping, accounting and financial management, sources of financing, human resources, insurance and risk management, real estate management and investment, and developing a business plan.

- Small Business Management
- Developing Your Strategy
- Growing Your Business
- Financial Management
- Legal Issues/Management
- Employee Management
- Business Financing
- Real Estate Management

Class details on back

Classes start March 4, 2008

Please call to register at 276-964-7345 or 276-889-8180 or electronically at <http://www.sw.edu/sbdc>



**Southwest Virginia Technology
Development Center**

141 Highland Drive
Lebanon, Virginia

Workshop Series

Session One = Small Business and the Owner/Manager = March 4, 2008

Focus your efforts with a business plan; Look at critical issues for small business managers; Examine the growth stages of a business; Prepare for the future of your business.

Instructor: Joyce Kinder, Southwest Virginia Community College Small Business Development Center

Session Two = Developing Your Overall Strategy = March 18, 2008

Determine the 4 P's of marketing your business; Product, Price, Placement and Promotion. Examine external factors crucial to your business success; Understand your customers needs and wants; Pricing product/service; Personal and professional time management.

Instructor: Jane Arthur, Vice President for Strategic Development, The Corporate Image

Session Three = Growing Your Business = April 1, 2008

Determine the best methods of promoting your business; Measure the success of your promotional efforts; Develop a promotional budget; Develop a promotional message that works for your business.

Instructor: Steve Willinger, MBA Marketing Consultants

Session Four = Legal Issues and Risk Management = April 15, 2008

Determine the best legal entity for your business and how your choices affects your liability and taxes; Review unemployment compensation; independent contractors, intellectual property; discrimination; vicarious liability and deceptive advertising.

Instructor: Greg Hancock, Attorney, Hancock Law Firm

Session Five = Record Keeping and Financial Management = April 29, 2008

Determine what types of financial records you must keep; Understand the basic concepts of accounting; Select an accountant and maximize your relationship. Discover what useful information is in your financial statements; What are the tax ramifications of owning your own business; Business budgeting and managing cash flow.

Instructor: Sarah Adams, Adams and Company, PC

Session Six = Managing Employees, Insurance and Risk Management = May 13, 2008

Determine when to hire employees; Discover best hiring methods; Motivate your employees for peak performance; Give feedback appropriately; Determine your insurance and risk management needs; Evaluate the insurance counseling you receive.

Instructor: Clark Phipps, Human Resource Manager, Alcoa Wheel Products

Session Seven = Finance Your Business = May 27, 2008

Learn about sources of financing for your business and meeting the requirements of financing sources; Reduce your financial risk; Selecting and working with a bank.

Instructor: Becky Nave, People Inc. and Susan Campbell, First Bank and Trust Company

Session Eight = Real Estate Management & Investment = June 10, 2008

Investing in real estate can be a very rewarding, yet risky endeavor. This session will provide the knowledge and technical understanding in the business of real estate management and real property investment methods. It focuses on understanding real estate investment analysis from a small-property perspective and is intended as an introduction to investment analysis. Reviews the fundamentals of future and present value analysis, amortization, net present value analysis, and internal rate of return analysis.

Instructor: Bill Ward, Interstate Realty Advisors

Sign up for selected or all sessions today! Register by calling 276-964-7345 or 276-889-8180 or electronically at <http://www.sw.edu/sbdc>.